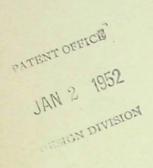


ROBERT W. KELLOGG CO. SPRINGFIELD MASS.





THE doorway on our cover is an old Colonial entrance and indicates, as doorways usually do, the personality of the house itself; welcome, hospitality and consideration.

We like to feel that our cover and introduction is a doorway welcoming you through the catalogue to our business itself. Here you will find thoughtful interest in your wants and needs and a sort of business hospitality that takes your point of view.

Perhaps, we are a little old fashioned in the matter of courtesy and deference, but our customers must enjoy doing business with us because so many of them write us appreciative letters.

When you send an order to Kellogg's, it has intelligent interested attention from the time your letter is opened until the trim, tempting package is put into Uncle Sam's care at the post office.

No price is above the O. P. S. ceiling. We conform not only to government rules, but to government requests, and we have done, just what we have always done, kept our prices reasonable and moderate.

Draw up a chair, open the Kellogg Catalogue and with plenty of time to think, it's easy to decide if Father really wants a tie rack, or would rather have one of those new three-way billfolds, or, perhaps, a lapel compass for his fishing trips. This is truly the modern way to shop. Join us, won't you?

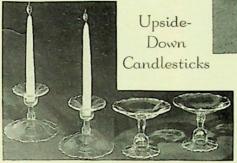
RECO PRIOR TO

This catalogue will be good

This catalogue will be good until September 1952 Tober Dw. Kelogg

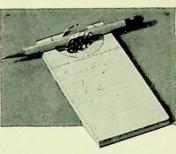


CHINESE HAWTHORN JARS





Sun Dial and Roulette Ash Receiver



A SILVER SERVICE For Desk Or Den

817. This set of solid sterling silver holds your pencil and comes with a pad of fine paper, and it will fit any pad you have. You may have any 3-letter monogram you want and, although it is all made-to-your-order, we can deliver within 10 days. A handsome desk accessory for beau or belle. \$6.00 including Federal Tax.

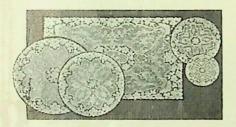


New England Clipper



POSTAL AID

141. Postal Aid in fine genuine pigskin leather. \$3.00



Lacette Doilies



Hazelnut Cream Filled Sticks

1075. Something new to serve with desserts or to eat whenever you feel like it. 3 dozen of these delicious sticks come in a metal container, which keeps them fresh and crisp. They are a little larger than cigarettes and the filling is chocolate and hazelnut cream.

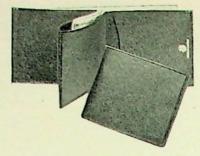


Beverage Set



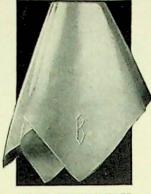
A SERVICE KIT FOR SERVICE

664. A fine cowhide case holds an unbreakable, highly polished metal mirror with easel back, a triple cut file, and a good comb; much quality service in small space. 5½ x 4 x 3% Great for campers travelers



A Very Ingenious Three-Way Billfold

175. Imperially slim of beautiful book morocco leather, red, black or brown. Three special pockets open into one another in a perfectly simple but very adroit way. Bills of different denominations are kept apart for separate selection without adding bulk or thickness to the billfold ... \$3.60 including Federal Tax.



HAND EMBROIDERED

425. Men's initials, hand embroidered on pure Irish linen. The edges are hand rolled and the size is full 17 inches. A handkerchief for the most discriminating man, and as fine as any we have ever offered..... . 95c each

Three for \$2.75



THE BERKELEY TIE VALET

219. Here is an ingenious necktie rack that holds up to 72 ties and negatious necktie tack that holds up to 72 ties and neatly displays each one. You can see and select the one you want instantly and a gentle pull will bring it, and no others, to your hand. Choose the tie you want — that's the one you get. Of chromium plated metal, it comes complete with four

screws to be mounted easily on wall or closet door. 21 inches long. Did you ever see such an adequate, handsome tie rack take so little space? \$3.95

Gentlemen: With sincere thanks for the pleasure your beautiful selections have given through the years. Mr. Stan-ley W. Gill, I

Gloucester Ave., Gloucester Massachusetts.



A "Hat Rack" For Keys

774. Life flows by like a song when keys are orderly. It goes bumpity bump when they aren't. Keep them "handy by" on this key shape hardwood board with its brass hooks. One could hang in the kitchen, another in the garage and one down cellar. 11 x 53/4 inches. \$1.00

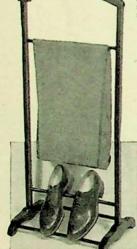


IT KEEPS HIS NECKTIE TRIM

867. One piece of sterling silver, good weight, fashioned by hand into a Tie Clip. A very personal gift for any man, and his initials will be hand-cut as you order them. Price including Federal \$4.95 Allow about 10 days for making.

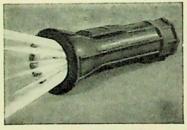


857. Bay Rum! Genuine West Indies Bay Rum, the sort friends bring home. Bay Rum, the sort friends bring home. Distilled directly from the bay leaves that grow on West Indies hillsides. Aged in barrels and bottled without dilution of any sort. We believe this to be the only genuine West Indies Bay Rum on the American market. Its very odor is invigorating, and for massage, as a toilet water and after a bath there is nothing quite its equal. 16 oz. bottle, raffia wrapped. \$1.95 including Federal Tax. Tax.



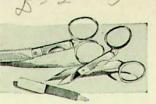
OUR FAMOUS SILENT VALET

524. Always popular with both men and boys. It has a swiveled rack at the top to hold neckties, socks, etc. at an angle. Below that hang coat and vest, trousers, shoes, things so apt to clutter a man's room. Made of hardwood with hand-rubbed ma-hogany or maple finish. A sturdy, good-looking piece of furniture, 42 /2 inches tall, 16 /2 inches wide. . \$5.50



RUBBER FLASHLIGHT

668. A fine flashlight that operates under water, as well as on land, that won't break when you drop it, and is insulated against electric shocks. The entire outer casing is molded of resilient vulcanized rubber, yet it's easy to operate and easy to replace batteries. Comes complete with two long-life batteries. A high grade, lifetime flashlight for anyone, anywhere. Length 7 inches....



NO FINER CUTLERY No Finer Gift for A Man



"Tell me where is fancy bred, Or in the heart, or in the head?"

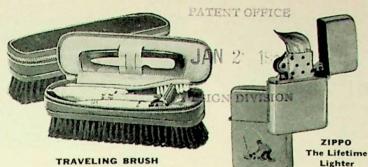
953. Turn your fancy toward the albove as a party starter for any age group from kids to kidders. A wooden boox looking like a tobacconist's special is filled with 32 pieces of solid (not heellow) Dutch Chocolate in the shape olf cigars, stogies, cigarettes and intermission smokes. Made and packed in Holland where anything but the best im chocolate is, we feel sure, dumped into the canals. The taste is not too sweet.

51.85



A 2-MIRROR MIRROR FOR DRESSING UP

B106. This electrically lighted double allows is for either men or women. One side is a fine 7 inch beveled mirror, the other a true, crystal-clear, magnifier. Light from an electric bulb shines through the translucent glass below, diffused to light the entire face without glare. It is electrically complete with light switch, bulb, plug-in for razor and 6 feet of cord, and there is a covered compartment for accessories. The finish is baked ivory enamel trimmed with brown 13.95



880. A whole kit in the top of a clothes brush, yet not a bit of surplus size. The brush has pure bristles. The top is of finest top grain cowhide leather just deep enough for a good hand grip and containing toothbrush, tooth paste, razor, shave cream, comb and nail file. Zipper around three sides. If he is a week-ender or rides planes and trains a lot, he will appreciate it more than anything except food and lodging \$6.50



Lilies of The Valley In The House

Ready-to-sprout rootstocks of fragrant, nodding Lily of the Valley plants. They come to you ready to start growing with a supply of Sphagnum moss to insure the best results. They will be ready for delivery in December and from then on until the end of April.

97. Six rootstocks \$1.25 83. Twelve rootstocks \$2.25

Gentlemen: Thanks a million for sending my gifts direct. It is wonderful to be able to send love ly gifts "sight unseen". Mrs. R, B. Cameron, Gogo 3, Minnesota.

Gentlemen: We think you are "tops" when it comes to fine glifts, excellent service and good taste in wrappings. Mrs. Alphonse Walters. 20 Tull Drive, Albany 5, New York.

Gentlemen; It's unusual to meet such old-fashioned New England courtesy and integrity these days — Mrs. F, F. Edgerton R, F. D, No. 1, Westwood, New Jersey. Feed it fuel and flints now and then and your lighter will always be ready. Holds enough fluid for hundreds of lights, and a little windshield protects the flame from puffs of wind. Easy to fill. Easy to operate. Beautifully designed, and unconditionally guaranteed.

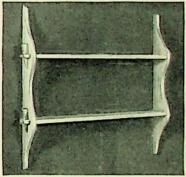
and unconditionally guaranteed.
307. Chromium plated Zippo, buffed to a velvety soft-toned brush finish.
53.00

368. Engine turned Zippo lighter. A silvery satin finish hand painted in color on one side with a sports design for fisherman, golfer or hunter. . \$4.00



Have a Cigarette?

617. This cigarette case holds one pack of cigarettes, and they are trimly zippered in. At the top there is a little trap door that opens at a touch, which keeps loose tobacco from getting into pockets or handbags, and out of which comes, one or two at a time, cigarettes to offer your friends or yourself. The leather is genuine cowhide, red, suntan, or black. \$2.25 603. Genuine alligator cigarette case, brown \$5.00.



A VIRTU SHELF



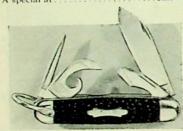
JIGSAW GREETINGS

596. A jigsaw puzzle card, the pieces still adhering to each other. You write message with pen or pencil across the card, then break up the puzzle and mail for 3é. The recipient can't read your message until it is put together, and it's fun for convalescents, and great for informal invitations, thank-you notes and odd greetings. Box of six 7 x 5 inch puzzles with sturdy mailing envelopes for each one. 85c



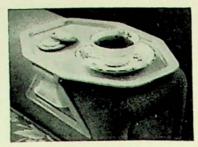
Stationery For A Man With Self-Seal Envelopes

88. Fine vellum paper in the masculine monarch size, 10½ x 7½ inches. 48 white sheets and 48 envelopes — the envelopes with the modern self-sealing closure. No licking, just press the flaps together for a clean, tight seal. Both imprinted in royal blue with any name and address you send us. 52.00 91. The same high grade paper in the same quantity, 48 sheets and 48 self-seal envelopes, but not imprinted. A special at. \$1.30



KAMP-KNIFE 5 in 1 Utility Tool Knife

914. Made from finest quality crucible steel and passing all Army tests. It looks like a pocketknife and serves like a traveling tool kit. Has large cutting blade, screw driver, cap lifter opener and reamer or leather punch. Stag handle 3½ inches long with loop for chain or thong fastener. For people who go on picnics, for boys on boats, as a campfire companion, for fishermen or just to have handy around the house.. \$1.35



SERV-ALL TRAY

Four for \$7.50



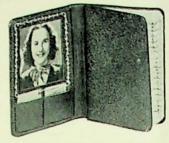
TINY SUNFLOWER OR DAISY?

843. A new pin, handmade of sterling silver, fashioned like a flower. It has a safety catch that insures its safety and a dainty design that insures its eager acceptance anywhere. Diameter about 2 inches. \$4.50 including Federal Tax.



433. Men like a drawer full of fresh white linen handkerchiefs. Fill it with these and make him happy, or give him one or two and make him want more. Sheer Irish linen in a handsome cord pattern with hand rolled hems. Full 18 inch size.................. 90c each

Six for \$5.00



The Complete Pocket Piece

Carry your favorite snapshot in the gold tooled frame in front. Put your favorite addresses in the indexed address book. Tuck your most used stamps, protected by little transparent holders, in the pockets under the frame. The case is fine genuine leather and measures closed 234 x 334 inches. 142. Soft morocco grain sheepskin, red, blue or brown \$2.00 161. Natural pigskin \$2.50



Sight Saver Spec Case

164. This new style glasses case has a side pocket for those convenient sight saver silicone cleansing tissues. Everything is all together in one piece — slim and compact. A gusset on one side keeps the lenses from crushing or rubbing. Made of soft genuine morocco in red or black and in natural pigskin. Lined with a fine smooth leather. It is something to take pride in. Comes complete and includes an extra filler... \$3.00



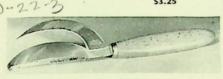
OUT OF THE FRYING PAN INTO THE ASH CAN

True, if you smokers will put your ashes into them instead of under the piano, or on the window sill.



LOOK! NO HANDS! Sportsman's Lapel Compass

1056. Designed to be fastened to coat, jacket or shirt, this is one of those obvious developments that nobody thought of. Has jeweled floating dial, North and South treated with a permanently luminous compound, plainly visible in the dark. The safety-pin-type catch permits any easy-to-read position. Diameter 1½ inch. Aluminum case, gun metal finish. Tells you quick — Tells you true — Day or Night!



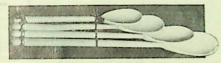
"Who dressed the salmon?" ," said the sailor "With my Swedish scaler"

739. Fish scaler fresh from Sweden. It makes a quick clean job of scaling and dressing any fish short of man-eating sharks. Made of famous Swedish cutlery with wooden handle, 8 inches 52.25



Children Love To Get Letters

263. So, Joey, the wee bear, has written 5 serial letters telling of his adventures. They are to be sent, one at a time, to a child within a week or ten days. They are lavishly illustrated and charmingly written For the 5 with envelopes.

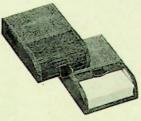


A Quartet of Wooden Spoons From France

981. The soprano spoon is 10 inches long, alto 12, tenor 14, basso 16! They don't really sing, that's just our quaint (?) manner of speaking. But, they do make people happy. Very hot things can be beaten or stirred without a blister or a holder. More and more women like wooden spoons more and more women like wooden spoons more and more! These are straight from France where cooking is looked up to as an art. The set of four . \$1.00

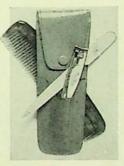


738. A scarf of soft Zephyr wool, very near to Cashmere in its "feel". The 50 x 121/2 inch size is generous. The colorings feature navy, brown or maroon, but each scarf has several modifying tints that makes it blithe and keeps it



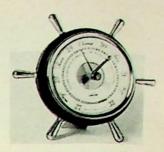
A DESK MEMO In Miniature Roll-top Form

747. You practically have to have little jot 'em down papers handy on desk, in kitchen, studio or shop. Here you have 250 sheets (4 x 3 inch size) in a very ingenious desk-like box with a top resembling an 1895 roll-top desk. Pull it up to open - down to close. Red, tan or green leatherette. \$2.00



MAN'S POCKET PAL

551. This is one of the accepted, traditional sort of things for a man. A soft case of genuine cowhide makes it good to look at. There is a comb and flexible tempered file each in a pocket, and in a little pouch on top one of the best nail clippers you ever clipped. 53 x 134 inches. . . \$2.20



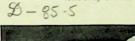
Stormy or Fair?

1063. A new Ipswich table model barometer with a fine aneroid movement and gleaming ship's wheel design. Shiny brass spokes and bezel contrast perfectly with the dark green lacquer case, and the white baked enamel 3 inch dial points up in plain relief the numbers and figures. A grand barometer at a very reasonable price......\$10.00



Folding Pocket Scissors

909. "Made in Solingen." That means cutlery's finest. These 234 inch scissors, sturdy and straight in action, fold to 11/2 x 3/8 inches to fit a little case that goes in any pocket or bag. The one scissors a man would carry and use. Women, of course, know how convenient they are.........\$3.50





Do You Smoke In Massachusetts As You Did In Delaware?

865. Be proud of your state. No matter where you smoke put your ashes in your state ash tray! Each one is shaped like the state whose name is on it. Send them to friends away from home. The material is ivory white semi-porcelain with details in contrasting colors. Size about 7 inches.

\$1.00



Chinese Hand Crafted Stamp Box

463. It holds a lot of stamps, one compartment for "regulars", the other for those long stamps. It is made of brass, has hinged cover and is decorated on three sides and top with those typically beautiful Chinese enamels in at least five colors, 31/4 x 11/5 x 13/6 inches...........\$2.00



LEMON SUGAR Be That Different Hostess!

260. Sparkling yellow cubes of sugar are flavored with just enough pure lemon juice to give that tart sweetness to any favorite drink. 30 tab-



HANDMADE BUD VASES

871. Can you think of anything more suitable for weddings, silver showers and similar commemorations than these handmade, handcut crystal vases? They are nearly seven inches tall, mounted on heavy sterling silver open bases. Slender, graceful and wonderfully priced. Pair, \$9.36 including Federal Tax.

Singly \$4.68

Dear Sir: Your catalegue this year is espe-cially "scrumptious". Mrs. H. A. Ross, 408 Conley Avenue, Algonac, Michigan.



Tea-For-Two Teapot and Tea

259. This 2-cup pot is ivory with Chinese symbols on a blue or green field and those symbols wish the user long life and happiness. The pot comes filled with Ocean Pales on the fithe with Orange Pekoe, one of the Ming Treasure Teas of the world; 12 bags of it......\$1.95



HEATHER PERFUME

331. The memory of the Scotch Highlands with their purple haze of heather, their lazy lakes and pretty waterfalls seem captured in this little tar-

tan box, but the box is only the dressing. A 2 inch bottle inside holds a faint, evasive perfume, part heather, part mountain moss and part fern; the very essence of the Scotch Highlands. Bottled in Aberdeen S1.00 including Federal Tax.



222. A 17 inch string of melodious brass tanga Bells from India where a Tanga (a one horse carriage), with curtains drawn, carries ladies from one place to another. The bells entertain the ladies and also warn pedestrians. Decorative and interesting for stairways, halls, etc.....\$2.85



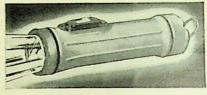
THE JAY-WAY DOOR STOP

606. Seems to us the perfect door holder. Simply constructed of spring metal and two rubbers. Just slip under door. Doesn't scratch nor scrape as only solid rubber touches the floor. Holds a door so it can't swing in either direction, regulates vanishing wat saying the second services. direction, regulates ventilation, yet easily trans ferred from one door to another. \$1.00



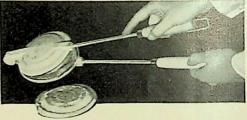
Genuine Shamrock Irish Linen

448. Man's linen cambric handkerchief, with a one inch hem-stitched border. Grand for the everyday need of any man or boy.....Two for \$1.50 Six for \$4.25



A Luminous Flashlight

1072. Before you can find what you are looking for, you have to find the flashlight. Where is it? See that glow over there, that's it. A good serviceable, 7 inch flashlight, moisture and shock resistant with shatterproof lens. The luminous material is part of the finish and will the total of the bands in the climber of the state not affect hands in the slightest degree. As acceptable for campers and scouts as for use all around the house. Loop for hanging, Complete with standard bulb and batteries



1086. Toast-Tite - for indoors or out. It makes sealed circular sandwiches and grills them. For picnics, fire-place parties, or quick snacks. All you need is Toast-Tite and any kind of heat. Made of cast aluminum with 4½ inch diameter and handles 9¼ inches long. 15% inches overall\$1.98



"PRIVATE" LUGGAGE TAG To Keep Your Luggage Personal

443. Your name and address fit in a little transparent window and a snap castened cover keeps it private until meeded for identification. Made entirely of fine English cowhide leather ... \$1.25



ZIPPER SUITCASETTES Light Little Suitcases

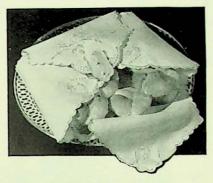
FFor weekends, short trips, hurried wisits. They are good-looking, nicely lined, and have mirrors. Well made oof fine leatherette, carefully stitched to last, with brass mountings. Colors: brown, red or green alligator grain or imitation doeskin.

grain or imitation doeskin. 5540. Zipper Suitcasette, 13½ x 10½ xx 478 inches, weight only 27 oz. \$6.75 including Federal Tax.





THE ORIGINAL CHEESE STICKS



HOT ROLL COVER



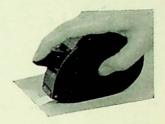
AUTOMATIC GARDENER It Works While You Play!

776. These interesting funnel shaped things dole out water to your plants better, probably, than you would yourself, if you were at home. You push the small end down into the soil, fill with water and a cotton insert regulates the seepage through a little hole at the bottom. Simple but effective. Three 5 inch planttenders with instructions...98c

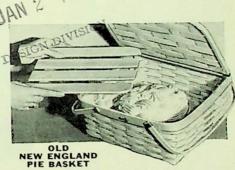


MAGNETIC MEMO A Magic Pin-Up Board

962. Little permanent magnets hold kitchen and household notes and "Don't forgets" fast to the board which hangs up like a calendar. No push pins to work loose, no pencil to hunt for. Just tear off sheets and let the magnets hold them. Pencil has magnetic holder so it's always there. Complete with pencil, 4 magnets and pad, this family size board, 11 x 14 inches, comes in red, yellow or green. \$2.50



TAPEX Scotch Tape Applier



Dressed Up A Little

773. Our popular pie basket has had its face lifted. The top is a better one, and lighter weight, woven to match the basket. Seasoned ash, the best basket material. Put pie in the bottom, then a little shelf with legs fits right over it. On that shelf put sandwiches, cold cuts, etc. Down goes the top and up come the handles. Use it without the shelf and without the pie if you want to. That way it will accommodate a cake, sandwiches and other picnic goodies. 13 x 13 ½ x 6 inches. \$3.95



Snack Knife
A Friend To Mankind — and Picnickers

874. Just flexible enough, it spreads delicacies like a spatula. The sharp bottom edge cuts and trims as cleanly as a steak knife, and it is shaped to reach corners of jars and glasses. The blade is stainless steel sealed into a pregwood handle. 8½ inches overall . \$1.00



LOOKS LIKE A LEPRECHAUN

Burns Like A Candle

359. A hand dipped candle 7 inches tall shaped like one of the little men who guard rich treasures, and colored like a pixie. 'Tis a very interesting taper. \$1.10



The World's Smallest Two-Bladed Penknife

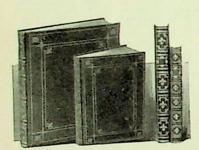
972. It is Germanmade as so much fine cutlery always has been. The handle is handmade of genuine pearl. It has two blades that work perfectly and stay sharp. Every detail is as painstakingly constructed as if each knife were trying to win lst prize. I inch long, and has loop if you want to attach it to a chain or bracelet. \$1.00



BED LAMP-RADIO



1084. This Reading Magnifier is the heart taken from a very fine optical lens, from which the surplus glass has been trimmed away to save weight. It has a genuine lucite mounting and handle. Smart to look at, handy and light to use. The lens is 2½ x 1½ inches, just a little wider than the column of a newspaper. \$3.25



BOOKSHELF SCRAPBOOKS

They are used continually by many famous writers, singers and lecturers, and they won't bulge even when brimful. One of America's most reliable book binders made them in an obvious but novel way. Between each two permanent sheets is a temporary perforated one to be torn out as scrapbook is filled. Thus, they are always the same thickness, always uniform on the shelf. The paper is specially made for these books and will last as long as memory. Colors: red, brown, green and blue.

 162. Bookshelf
 Scrapbook
 6½
 x
 9½

 inches
 \$2.00

 147. Bookshelf
 Scrapbook
 9½
 x
 11¾

 inches
 \$3.00



HAND PAINTED TOLE TRAYS

The backgrounds are soft velvety black, the gay floral decorations done in oils by hand. They are unaffected by water or alcohol, light enough not to be burdensome but heavy enough for regular service. Two of our most complimented articles and the prices are as special as the trays.

365. 18 x 14 inch oval tray \$2.50 **370.** 13 inch round tray \$1.25



Two Pieces — Many Uses



667. Flashlights to right of them, flashlights to left of them, sputtered and fizzled. This trim little beauty lights with a clear true beam through its Mazda magnifying bulb with translucent dome. Its modern gem-like case comes in different colors, locks on or off. Has standard cell and is a powerful little friend in time of need. 3¼ x 1½ x 2½ inches. 51.25



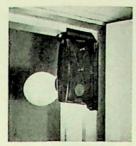
A COMPASS FOR YOUR CAR

1062. The Beaconlite. An Illuminated compass like No. 1057, for day or night driving ... \$6.95



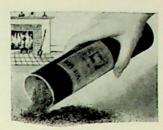
A Stack of Tole Coasters

101. What's new in coasters? These! They look as fresh and delicate as the glasses they hold, and will stand a lot of service without showing their age. Soft mat finish in black, Chinese red or Tole green with touches of hand painting around the rims. Also used as ash trays. Set of eight in pliofilm nag \$1.25



MAGIC CLOSET LIGHT

228. Open the door — the light is on! Close the door — the light is of!! Any closet can have a light today with Kloz-a-lite's two inch box screwed to a door frame corner; plenty of light too. It installs in 5 minutes and for unwired closets a 11 foot cord plugs into any outlet. It uses any standard bulb \$1.70



DRIFTWOOD GLOW A Rainbow in your Fireplace

517. Sprinkle on fireplace logs or outdoor fires and see the flames turn to rainbow tints like burning driftwood. A very handy handsized cannister 9¾ inches long with a generous supply of Driftwood Glow for \$1.00





POCKET POSTMAN

A gift for those in the Service, ideal for any traveler and good for dormitory use at prep school or college. It contains 25 sheets of paper, 12 envelopes, a ball point pen in loop and there's a pocket for notes. Snap fastens to $7\frac{1}{2}$ x $4\frac{1}{2}$ inches

129. Pocket Postman of fine simulated leather, tan, navy or red \$1.50

133. Same case of real morocco grained leather, red, navy or brown. \$3.00



PRESTO WINDSHIELD CLEANER 886. Wipe windshield with this magic cloth and it will keep

Gentlemen: You people have undoubtedly got the world's best ideas for gifts. Miss Nancy Foshay, 2610 Handasyele Avenue, Cincinnati 8. Ohio.



MATCH COVER ALBUM

And Done Things?

120. If you have, maybe you collected Match Covers along the way and would keep them for record and reference if you hand something to keep them in. Here is a winty way. A flexible keep them for record and reference if you had something to keep them in. Here is a handy way. A flexible leatherette album with slotted holders for the Match Covers. It holds more than 500 covers, is 10 x 11½ inches, big enough to display them eight to a page. It comes in green and maroon, and you don't need paste nor glue. Has loose-leaf binder, making the pages interchangeable. 52.50



REACHING TONGS

722. These shear-shaped tongs 722. These shear-shaped tongs are made of lightweight wood (only 7 oz.) yet so well constructed — real American handcraft — that years from now they will still be seeing service. They make your arm 28 inches longer and enable convalescents, invalids, and plain lazybones to pull up blanters reach things on and under kets, reach things on and under kets, reach things on and under tables, pick up yarn balls, etc. Sitting or lying, there always seems to be something just out of reach. They are great for pulling down shades, re-arranging draperies, and push-ing doors shut. \$2.50



TASTE DIFFERENT TEAS

555. Will you have winy Darjeeling, raagrant Jasmine, expensive Ming liha? In this golden box are ten differnnt teas, 5 tea balls of each sort. They



89. Easy and clean to use. Brush, polish and shine cloth all in one. In the handle of this 7 shine cloth all in one. In the handle of this inch genuine horsehair brush under the sliding metal mirror top is a high-polish shiner cloth. A box of fine shoe polish; brown, black or neutral, and a dauber for applying it without soiling fingers. Result: a beautiful, glossy shine. A handy storage bag comes with it. Hang it in that between usings. Clean to pack when you travel.

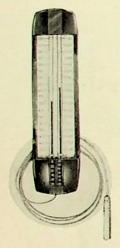
51.98

KELLOGG 1952

SELECTIONS



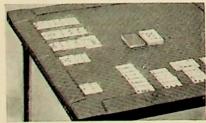
ROUND TOLE TRAYS



INDOOR-OUTDOOR THERMOMETER

607. Mounted indoors, yet tells both indoor and outdoor temperature. It records simultaneously, side by side, the temperature outdoors and the temperature in the house or office. Easy to install, without boring holes, and cleverly

temperature outdoors and the temperature in the house or office. Easy to install, without boring holes, and cleverly connected to a metallic tube outside by a fine wire. Mechanically correct and guaranteed. Finished in dark gray with silvered scale. 834 x 21/4 inches \$5.00



Quilted reversible canasta — bridge table cover

590. Use it for either game. Made of a new material that not only looks well but wears well and can be cleaned easily with a moist cloth. It is trimly tailored and fits snugly with corner elastics. It comes in hunter green, wine, turquoise, silver blue, etc. A quality special \$2.20



COASTER COVER

372. This new card table cover, made of heavy quilted material, is equipped with four corner coasters that hold glasses firmly and keep them off the playing surface. The cover is stain and water resistant. Can be wiped clean with a damp cloth and fits all standard size bridge tables. Colors — metallic green, blue or wine. \$3.50



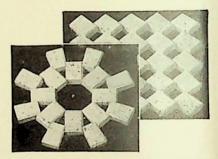
A Very Handy Desk-Kit



GOOD LUCK BAYBERRY CANDLES

439. Pair of six inch Cape Cod Bayberry Candles, hand dipped. Packed in box with spray of bayberry. Hand colored verse card on cover... **60c**

Two boxes for \$1.00

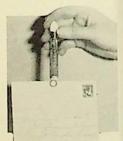


Cork Mats From Portugal

Small cork oblongs in a mosaic pattern form the mats. You place them under things, yet they ought not be hidden they are so jaunty. Park Avenue uses them under plants. Some like them under hot dishes. Yachtsmen say they look nautical. They look well anywhere, they aren't too dear, and there aren't so many around that guests will have seen them.



A Fine Wooden Luggage Rack



POSTAMATIC The Postal Scale fo Pocket or Desk

106. Smaller than a fountain pen and lightweight, it tells you instantly whether a letter is under or overwight. Just slip the letter into its spring holder and postamatic will indicate how many cents it will cost to send either 1st class or air mail. Weighs up to 4 ounces. 4¼ inches long. Simple instructions included. 51.00



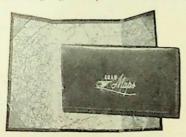
SERVE ON REAL SEA SHELLS

On the shores of southern France, fishermen for years have earned an honest franc or two by collecting beautiful scallop shells and sending them here. The war interfered with such comthem nere. The war interfered with such com-merce, but we now have some to offer you for baking shells. They make an extremely attractive way to bake and serve individual entrees, sea food salads, hors d'ouvres, etc. Average diameter about 41/4 inches.

963. Set of four . 977. Set of eight \$1.00 \$1.95



150. Motoring Log to keep a record of each trip from time of starting to arrival, to note trip events, mileage, gasoline cost, route numbers, etc. Size 8½ x 5½ inches. In flexible leatherette . \$1.00 125. Motoring Log in sheepskin leather



MAP CASE

156. Fold your road map to show today's driving plans. Tuck it in the case under the transparent corners and consult it easily and quickly. No wind blown sheets. Has pocket to hold extra maps, and the Motoring Log above. Closed, it fits glove compartment, Size: 10 x 534 inches, Made of fine leatherette 126. Map Case of genuine sheepskin \$3.50



After Five -A True Solid Cologne

1009. You rub it on. And this perfume, Auvergne's "After Five", is as delicate in this form as a spray of trailing arbutus and as refreshing as only real cologne can be. The 21/2 ounce, 3 inch stick comes in a container that is suitable for presentation to a queen. Price, including Federal 52.20



MINIATURE GREENHOUSE

956. Be a successful gardener with this small scale Greenhouse. Fill the bottom with sand or earth and stick in begonia



813. There is nothing ordinary about this table. The patented folding mechanism works smoothly and without a catch. It stands firm (not almost firm, or just a trifle wobbly, but firm) and level. When not being used it can be folded to 3¾ inches and level. When not being used it can be folded to 3½ inches thick. It is designed and constructed the way a high grade table should be. The top measures 25½ x 14½ inches and stands 27 inches from the floor. Use it to play any two-handed card game, to hold a typewriter or movie projector, for writing, as a bedside table, for individual lunches, for studying and so on and so forth. It is finished with Dupont Duco in mahogany or maple and is proof against alcohol, water, etc.....



TOURIST BAG

432. Whether you "tour" or just travel, here's the latest word in a case. Some people will use it on Pullmans, some will take it in the car, others on planes and boats. But, wherever it goes nothing could be more convenient. Roman stripes, plaids or moirés outside, rubberized lining and pockets inside, zipper and handles on top, 10½ x 7½ inches. The price, including Federal Tax....\$2.40



14. Put plants on it. It makes narrow window sills wide and protects them. It fits any window, yet there are no screws nor fasteners to bother with. A wonder of strength al-though almost delicate looking. Easily moved Two for \$2.25

253. Choice crystallized ginger from China, ready to use in tea as so many China, ready to use in tea as so many Chinese do, to flavor preserves and jams as so many Americans do, or just to eat. Available again this year, it fills a pretty metal box, 334 x 234 inches, useful for cigarettes, cotton, or as a little tea caddy, etc., after the ginger is gone.....



Lovely Lucite Towel Caddies Permanent but Movable

1042. Towel holders of sparkling lucite. Each one equipped with powerful suction cups that hold to smooth surfaces as firmly as Chase does to Sanborn. Yet, they can be drached and put anywhere else you want. Nice for kitchen, bathroom, etc. Two for ... \$1.50



CARD TABLE CADDIE

535. Up-end the folded card table, put it into the caddie, push the spring, then put it, with the card table held securely with the card table field securely upright, against the wall. The caddie won't slip, the table won't slide, the wall won't be marred and it takes only 1½ inches more space than a table alone. Made of Colonial table slone, the field of the table was the field of the table alone. maple, smoothly finished. Holds one or two card tables. 9 x 6 x 9¼ inches. \$3.50



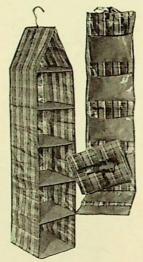
477. Did you know that the opening lines of "America, The Beautiful" were actually written on top of Pikes Peak? Did you know that the words ("God Be With You Till We Meet Again" have been translated into many languages. translated into many languages besides English?

This book gives interesting facts about many of the Hymns we all know and love. It is a beautiful thing to give to friends, or to keep for yourself.

Everyone Likes a Gift



882. This turkey dressing spoon, looking regal enough for royalty, is of argental; the Cellini-craft metal that so closely resembles silver in appearance, lends itself so wonderfully to craftsmanship, wears so long and does not tarnish. The offset bowl chases turkey dressing into those last bony crevices and digs it out. 11½ inches. \$3.50



769. Collapsible shelves. Gay plaids in soft rayon taffeta. The perfect space saver. An orderly way to file shoes, scarfs, handbags, etc. Comes with plastic hanger and

matching envelope to carry it in when

traveling. Folds flat to pack, 91/2 x 8 x 11/2

772. Hosiery case to match! Holds several pairs of stockings, handkerchiefs, etc.

When using it with the shoe shelver, it

hangs from the same hanger at one side of

The Set \$7.35

.....\$1.65

inches ...

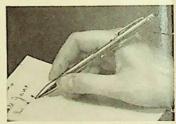
the shelves.

Gentlemen: Don't ever forget to send me a catalogue. I couldn't do my shopping without it. Miss Mary E. Afflack, 108 No. Pearl Street, McLeansboro, Illinois.



SLUMBER POCKET

229. Where do you put your glasses after you read in bed? How do you find your slippers in the dark? Can you locate your Kleenex tissue? You need a Slumber Pocket! It is 8 inches square, hangs from your bedside by a stiffening that slides under the mattress and is made of satin finished rayon in pretty colors. It has a luminous triangle that glows in the dark...\$3.00



FOUR COLORS - ONE PENCIL

270. Blue for checking, red for emphasis, green for notes, black for anything. A high grade precision pencil that writes any one of four colors changing from one to the other at a flick of finger or thumb. Has eraser and supply of leads. Professional and business people would use it daily and housekeepers like it Mondays, Wednesdays and Saturdays. Comes in fine chrome or gold electro-plated finish



41. A handsome robe and carrier. Put the robe inside — zip up the top and you have a soft, comfortable cushion. The handle makes it easy to pick up and take along anywhere. It is the perfect way to carry your robe wherever you want to use it, at games, on picnics, on cruises, etc. At home, hang it up in the closet. The robe with fringed ends is 100% wool, almost cashmere quality, in different Scotch plaids. Popular sport size 56 x 37 inches. The 13 x 18 inch carrier is suedine, soft and pleasant to use but sturdy.
Price for the two.....\$10.95

43. Robe Carrier alone \$3.50 30. Robe alone \$7.95



STERLING SERVERS

869. Sugar spoon, jelly server, relish fork and lemon fork, all of solid sterling silver, good weight. Average length 5 inches. A gift set in presentation box for \$10.00 including Federal Tax.



PERSONAL ADDRESS LABELS IN SCOTCH PLAIDS

940. 250 gummed labels, with any name 940. 250 gummed labels, with any name and address on each one, in a pretty plaid case made in England. Three initials or a short name will be gold stamped on it without extra cost. The labels are in pad form, quick and handy to use; when shopping, in books, on order blanks, in a glasses case or in anything you own which might be mislaid and which you would want returned, etc. The set 234 x 17/8 inches.

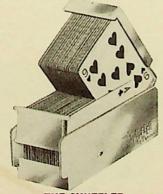
948. 250 gummed labels, with any name and address on each one, in a leather

Allow ten days for imprinting.



DRY THOSE DROPS

345. Pretty, absorbent paper hand towels. Generous in size, 17 x 10 inches, and folded like your own linen towels. White with a shower design in rose-red and green. The complacent Miss in the sketch doesn't dodge a drop. She has faith in the towels —so have we! Five dozen towels for \$1.25



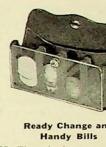
THE SHUFFLER

475. This automatic device cuts cards in forty ways in one operation, does all the necessary shuffling in about 10 seconds and does not bend your cards in the process. It shuffles two decks as skillfully as one. It looks well on the table, comes in tortoise shell, green, blue and cherry and cards can be kept in it between sessions.



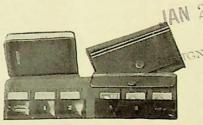
NARCISSUS BULBS

421. Three paper white narcissus bulbs packed in a hollowed out silver birch log. All you need to do is to follow the plain and very simple directions to obtain in a few weeks, in the dead of OFFICE winter, fragrant flowers of the beautiful narcissus......\$1.00



Ready Change and

485. Through the transparent lucite window you see quarters, dimes, nickels and pennies in separate compartments arranged for easy "picking". Just swing down the little window to get at 'em. Back of the coins is a pocket for bills folded. The leather is genuine morocco, red to match the coin holder. Snap fastens to a dainty handful. Price including Federal . . \$1.65



Stamps and Addresses In One **A Natural Combination**

123. When you write to the addresses in the little indexed book, you use the stamps in the little compartments. Logical, isn't it? A compact case of fine calf-finished cowhide - red, green or brown - dressed up a little with gold tooling. Folds to 33/4 x 21/4 inches, and only 1/2 inch thick when closed . . . \$2.00

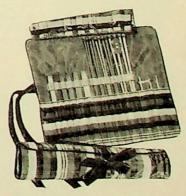


440. Thrust the ends of these slender 15-inch RAINBOW TAPERS among flower stems in your favorite bowl or vase. They'll not drip even tipped at 30 degrees. You will have a very lovely centerpiece. There are 24 assorted pastels in each box \$1.25



For Artistic Flower Arrangements

727. The most practical flexible flower arranger to appear in the parade that is always passing Kellogg's. Constructed entirely of metals that won't corrode; polished copper with lead base for weight. Flexibly adaptable to any flower stems and to different holders. Twist the copper curis to note a cor-ers or many in deep or shallow con-tainers. A garden club favorite. \$1.00 the copper curls to hold a few flow-

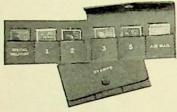


1044. This fully equipped knitter's roll-up is made of fine, durable taffeta in as pretty a candy stripe pattern as you are apt to see. The lining is plain colored taffeta to match or harmonize. The edges are piped, the ties are grosgrain ribbon. Contains 6 prs. of 10-inch single point different colored needles with metal heads, 6 sets of sock needles, also in colors, one stitch holder, one crochet hook and one patented knit-count. A complete kit for "old hands" or beginners 55.50



Interesting Letter Papers

274. A box of Eaton's fine papers, several sheets each of 7 different kinds and colors. 35 sheets, 24 envelopes of beautiful writing paper in colors and weights to suit various occasions and states of mind. The box. \$1.00



STAMPS AT A GLANCE

A fine leather folder opens to show 6 kinds of stamps, all those used the most, each denomination in a little acetate holder tucked into its own pocket. Folds to a compact 35½ x 2 inches, with stamps always protected.

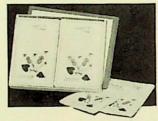
124. Stamp Case of beautiful red, green or brown genuine leather . \$1.00

130. Stamp Case of genuine pigskin, or soft smooth calf finished cowhide in green or red. . . . \$1.50



EGG SEPARATOR

630. No more trouble with egg yolks and whites mixing at the wrong time! The little plastic dipper-like cup fits over a cup or bowl — drop the eggs into it, the whites drop through the center slit and the yolks stay in the dipper. A measuring spoon and 2 jars of special seasoning come packed in it; Egg Bouquet for Omelettes, Souffles, etc., and a different poultry seasoning.



Finger Tip and Lipstick Towels

POCKET SIZE PICTURE FOLDER



481. A folder of genuine leather in different colors. The front almost completely covered with gold tooling in a Florentine pattern. It will hold sixteen 33% x 2½ inch snaps or small photos transparently protected, and can be carried in pocket or purse. The price is special, too 51.00



LAPDESK



AN EIGHTSOME TRAY



SIGHT SAVERS

947. Every morning, noon and night

Clean your glasses: save your sight.

You'll be amazed at how much cleaner your glasses will be when polished with these little silicone treated tissues. And they'll stay clean longer. In their own little folder, not much larger than a regular match case, they slide into a vest pocket or lady's purse. The 3 x 23/4 inch cases are Scotch plaids, made in England of a fabric woven in Holland, Any three initials you want will appear on the case you order. The price including 6 packages of Sight Savers . \$1.50



THE BAGATELLE A Misty Atomizer Lipstick Size



A BEAUTIFUL PIN

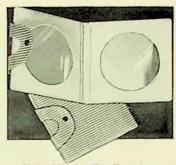
837. Musical notes in a hammered silver band, simple and appropriate for so many sorts of people, old or young. Made of solid sterling by hand. Has a safety clasp. Diameter 1½ inches. Price, including Federal Tax,

\$2.95



TRAVEL BAG

635. A beautiful travel case to carry alone or to keep special things neat and safe in the suitcase. Some people will use it on Pullmans overnight, some will take it on trips by car, others will prefer it for plane travel. But, nothing could be more convenient, summer or winter, than this waterproofed, zipper fastened bag of ballerina striped taffeta in blue, jonquil or rose mixed with stippled black, 10½ x 6 inches. . . **53.30** including Federal Tax.



Twin Mirrors For Travelers

644. This is the highest grade twin mirror set we have been able to find. One side is a regular mirror, the other magnifies so you can see your-

self as others see you. Each mirror has a diameter of 4½ inches. The outside, slightly padded, is made of fine taffeta in those ballerina stripes so much favored for the new season. Use it yourself and give it to anyone with pride. Closed, the case is 6 x 5¾ inches and is flat. The new colors are butterfly blue, jonguil and rose mixed with stippled black.

54.20

15. Twin mirror case in Cohama shadowy checks in red or green





A Fine Foot Ruler With Letter Opener A Sensible Thing To Give A Man

881. Beautiful desk equipment for any man and almost any woman. Made of fine book leather, except the narrow metal straight edge. Gold tooled in inches and sixteenths. The polished letter opener is sleek, slender and shiny ..



FRI RINGS

950. Fry eggs in them while the bacon is cooking. Poach eggs in them. Whatever way you use them and in whatever skillet, they will look like cookbook pictures. The covers baste them so the texture is fluffy and uniform. You can make individual omelets with them, or potato patties, or hamburgers to fit a bun. The set consists of two 3½ inch rings, two covers and a lifter — all spun \$51.00.\$1.00 aluminum.



NODS — NOISE MUFFLERS

954. An effective and harmless way to deaden disturbing noises. You insert them in your ears at bedtime or nap time: hilarious parties next door nap time: miarious parties next door become merely murmurs, a passing truck, a low echo and the radio down-stairs no longer exists. Made of soft la-tex, easily inserted and removed. 6 Nods — 3 pairs \$1.00





DEVONSHIRE SACHETS 283. 30 little 3-inch scalloped edge pads delicately scented with rose or violet from the place where strawberries grow big as plums. The colorings are attractive and the package is very

special.
Price including Federal Tax \$1.50

408. Again we sent to Ireland for these lovely linen handkerchiefs and at first we couldn't get the 3 spoke pattern. But, we did procure them and here they are—of pure white, fine quality linen, full 11 inch size with rarely found 3 rows of spoke hemstitching. Two for ... A half-dozen.

DEVONSHIRE GROWS SWEET VIOLETS

172. Pottery bottle of perfume, boxed for presentation. (Federal Tax Included)



1070. Cheese Puffs - European style. The ingredients are simple and pure, - sharp cheddar cheese, shortening and flour, - and shortening and flour, — and the results are perfect. Serve them with hors d'oeuvres or keep them to eat with desserts. Whatever you do will be 0.K, with whoever gets them. There are more than a gets them. There are more than a hundred little mouthfuls in each box and the cost is90c



SANDWICH HUMIDOR

645. This good-looking aid to parties, informal get togethers and tête-a-têtes keeps sandwiches, canapés, cakes, etc., moist, flat and fresh 6 to 8 hours, and it's moist, flat and fresh 6 to 8 hours, and it's big enough to accommodate a whole cake. Diameter 12¾ inches. Made of fine etched spun aluminum. In underside of cover is a special disk humidifier which automatically controls the humidity. You don't have to use wax paper or a damp cloth. Simply remove cover for serving. Height 5 inches. Price complete. 52.65



IVY DINNER NAPKINS

336. Soft, finely embossed white dinner napkins (17 inch size) for any informal service. In each corner is a shaded Ivy decoration, and we don't know anything lovelier than those pretty greens on a pure white background. A large package of these large napkins - 75 of them.....\$1.00



Collapsible Salad Basket from France

669. The French know their salads and how to prepare them. In France, greens are picked right into baskets like these, tap is turned on until greens are thoroughly washed. The French then shake out the moisture and hang the basket up to dry. When not being used, the basket collapses and stores easily as a plate. Made of steel wire and plated, it is completely rust proof and as light as mist. Diameter about 9 inches, We know of nothing on the market this size and quality at this price, 52.40 669. The French know their salads and how to



"Am I Seeing Things?"

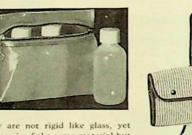
262. "I thought I saw my folding money held in place by crossed rib-bons. Now, I see two straight ones." That's the trick. You figure out how it's done, All we know is that bills are held tightly until you take them out. And, the back is a snap fastened coin pocket, comes in red or green. \$2.70 including Federal Tax.

Travel Bottles That Can't Break

471. Three 31/2 inch bottles of translucent vinylite material that practically indestructible. The vinylite will not harm any liquid and no liquid

will damage the bottles. They are not rigid like glass, yet have airtight screw caps. The case is of the same material but thinner and zipper fastened. Price including Federal Tax. \$1.10

Dear Sir:



It certainly

pleasure to be able to shop in the comfort of my home and not have

to take my three Little Women downtown. Mrs. Ernest Sholes,

Rolls up and closes to an 8 x 41/4 inch size.....

Twin Zipper Jewel Roll

659. This is the way and place to keep your jewelry — no matter where you are or where you go! Neck-laces, brooches, rings, bracelets in order in one place! Has two zippered compartments; one full length, the other divided into three ring pockets. Pins pin on to a center pad. All pockets made of jeweler's soft cotton flannel, the kit itself lined with the same material. The outside is lovely ballerina striped taffeta; stippled black mixed with blue, jonquil or rose, with edges trimly bound. 53.30



THE CHEFSAW

226. This strong, lightweight polished aluminum utensil holds taut a 6 inch, high speed, steel saw blade that cuts through meat bones and joints as slick as it does through cabbage. At the end of handle is a tenderizer. Housewives use it a dozen times a day; sportsmen take it with them; hobbyists like it because it cuts brass or steel. 91/4 inches long. New blades put in without fuss. No nuts nor bolts. Complete \$1.00 240. Set of 3 extra blades.

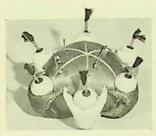


Pennsylvania Dutch Recipe Notes

766. An unusually interesting box of twelve 4-fold note cards. A many-colored picture of "Dutch" life on the front of each, and on the back of every one is a good old time-tested recipe (two on some of them). Fastnachts, Red Beet Eggs, Pot Pie and other dishes that have made Pennsylvania Dutch cooking famous around the world, 33/4 x 43/4 inch folders with plenty of space for correspondence. Box of 12 with envelopes......\$1.00



744. A kitchen memorandum that hangs on the wall and the pencil doesn't dangle. It goes through the roller on which the paper unwinds. Paper pulls down tight over a smooth surface and tears off straight. Made of polished aluminum, 1134 x 37/8 inches. Complete with roll of paper and pencil..... 767. Set of 2 extra rolls of



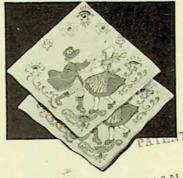
A Pretty Pin Cushion From The Orient

464. Six little stuffed Chinamen hold hands stretched around a 2 inch pin cushion the way fire-men hold a net. Each little coolie has a queue and is brightly robed. Even if you never use it for pins, it is ornamental ... \$1.00



PERFUME CONCENTRATES

1087. Solid perfumes in little 11/4 inch screw-top hand painted con-



976. Anna Stenberg designs on soft paper napkins in colors as bright and cheerful as a fruit stand in Granada. They're a good value and good for your morale. 13½ inchesize. 75 Napkins.



SPOON DRIP

1003. This pretty leaf shape china "spoon drip", with hand painted decoration, will accommodate the bowls of three cooking spoons and their drippings. When the sugar

> Gentlemen: It is a delight and a comfort to shop your way. Miss A. N. Montgomery, 414 Cham-berlain Avenue, Madison Wisconsin



A Smart Sewing Ruler-Gauge

261. For knitters to measure comparative shoulder widths, sleeves, etc. For measuring skirt hems, For measuring anything 6 inches or less. Made of beautiful, flexible cowhide or less. Made of beautiful, flexible cowhide or less that red, green or sun tan, gold tooled in sixteenth inches. A sliding buckle-like marker stays where you put it until you move it



VEGETABLE SHREDDER THAT DOESN'T SPILL

144. Too often when you shred a vege-table, part goes in the dish, part goes near by but not in, and some spills over near by but not in, and some spins over onto the linoleum. When you use this one — The Farrington — all the shreddings go into the dish and stay there. The dish top fits snugly and in its center is an opening into which fits any one of three shredders, coarse, medium one of three shredders, coarse, medium, or fine. When the shredding is done, if you don't need it at once, you can close the opening and put the whole thing into the ice box 'til you are ready to use it. The dish is lightweight, long lasting and cold proof. The shredders are polished steel, $8\frac{1}{2}$ x 4 inches.



THE FOLDING RULER DRESSES UP

4103. When the painter or coontractor comes to quote own a job he first reaches for hiis folding ruler, which he can use with one hand if necessary. That same re-lisable ruler in a 3 ft. length is now made in pretty coolors for the home and we heave made a washable shreath that it tucks into arnd that has a loop for hanging. Keep it in the kiitchen and use it all over the house. For measuring in sewing it is wonderful.



KRISPY KAN

The 522. magic knob absorbs the moisture, the things inside stay crisp. Crackers, potato Crackers, potato chips, dry cereals, etc., now laugh at humid weather and damp days, and stay crisp in spite of them. Krispy Kan is a beautifully finished decorated canister with a magic knob filled with moisture absorbing granules. 7½ inches deep, diameter 7 inches and there never has been anything like it \$1.95



KETCHUP DISPENSER

1041. Whether you bravely put the ketchup bottle right on the table, or want to serve the savory sauce some other way, this dispenser gets the ketchup out squirtlessly. This "Pump out squirtlessly. This "Pump It" dispenser solves everything. It fits any ketchup bottle, serves the ketchup when and how you want it and leaves the rest in the bottle where



This is a beautiful apron-955. This is a beautiful apron, Swedish Smörgásbord in pattern with different details in different aprons. Beautifully made of fine bleached muslin with gathered ties. Has hand printed design in bright shades of red, blue, green and yellow, typically Swedish, and against a white background the whole effect is gay and jaunty. the whole effect is gay and jaunty.



SPONGES AND SOAP LEAVES Stowaways For That Next Trip

Individual soap leaves look like squares of waxed paper but they turn into foamy fragrant suds. The little round disc sponges fluff into convenient wash cloths when dropped into water. Set of 10 sponges and 2 packages of soap leaves (enough for 60 hand cleansings



Gentlemen: Ammore than pleased with everything I ever ordered from you. Everything is so neat and just right. Have sent your gifts to Massachusetts, California and Florida. Mrs. Harry W. Wood-ing, Oak Crest Farm, North Haven, R.F.D. No. 2, Connecticut



CHANTICLEER KITCHEN SET

282. Linen dish towels and apron decorated with cocky roosters, loose feathers and touches of chicken wire in many bright colors. Absorbent, good weight, 29 x 16 inch size, and as cheerful to use as to look at. The 11/2 inch borders are red, green, blue or gold. The apron is knee length and will cover a multitude of buttons and bows. Set of apron and two towels....

els.... \$1.15 each Two for \$2.25



THESE PERSONAL NAPKINS If You Like Nice Things

941. Scalloped edges; 11/2 inch colored borders in canary, light gray, royal blue or parrot green. White centers, cross-embossed in a puckered pattern that adds decidedly to their appearance. They are not ordinary napkins, 50 with whatever name (up to 14 letters) you want. Cocktail or luncheon size. \$1.00 Allow at least 10 days for monogramming



OUR SPECIAL SHOPPING BAG 381. Folding shopping bag that you can 381. Folding snopping oag that you can carry in your purse when empty. Flat when you go, full when you come. Folds to 7 x 3 x 1½ inches. Opens to 15 x 14 inches. The material is fine rayon rep in lovely Roman stripes, with a soft

smooth rubberized lining that won't let

dampness of any sort seep through to your clothes or to the pretty stripes. Has

sturdy handles and frame top

452. A dainty little purse-kit of first quality moiré taffeta that will carry so many things you will enjoy taking it with you. It is smart enough to be carried by itself and is also the right size (61/4 x 41/2 inches) to fit any bag. It has three pockets inside with a special zipper fastened pocket in front. Lined throughout with taffeta as fine as the kit itself. Colors are black, navy, wine moiré and Roman stripe — all of them lined with Sparkling Wine, handsomest lining of the season. **\$1.20** (Federal Tax Included)



THE WAYFARER'S SEWING PURSE

633. The 1% inch stork scissors alone are worth the price. They are real cutlery and cut, and women love miniatures. The purse is genuine leather, different colors, with frame, thimble and scissors all gold plated. A few needles, a couple of spools of thread and little safety pins complete the pigmy kit. \$1.45



Orderly Spools In A Neat Thread Box

573. Will hold 14 spools, each clearly visible and each one with its own little "exit" slot and separate cutter. Pull thread out to length wanted and a little blade snips it off. Nothing could be simpler nor more satisfactory to anybody who sews anything. Of course, you supply the spools \$1.50



POWDER PERFUME

1089. A perfume absorbed in fine powder. Dust on a little whenever you like. It leaves a delicate fragrance as fresh and sweet when you say "good night" as it was when you started the evening. Two little jars transparently boxed and beribboned. Dainty "After Five" is the favorite odor. Price, including



A Handy Little Make-Up Kit For Bag or Purse

1038. Four separate sections screw into each other and make a 31/4 x 3/8 inch kit. Use the little spade to fill each section with your own cream, rouge, powder, etc. Comes in different light colors (alternating). Complete 60c including Federal Tax.

3 for \$1.74 including Federal Tax.



Olde New England Bath Bowl

13. It floats - the mildly scented soap always at your finger tips. A 5-inch cake of fine-milled bath soap in a specially treated holder of smooth pine that floats the big cake right to you in the tub. The soap is soothing to the skin and the service is soothing to the nerves. It will last a long, long time for many, many "tubs".



THREADER

740. For people without 20-20 vision and for bachelors, it is almost a necessity. For everyone it is a convenience. Its workings seem mysterious to us, but it is simple mechanically and mechan-



SEW HANDY

217. A lap and pin board that makes home sewing, altering, heming, etc., simple and quicker. It is 18 inches long (with a measure that is length marked in eighth inches), 41/4 inches wide and 1/2 inch thick, covered with a green fabric that does way with eye fatigue. If a pin is used to anchor sewing to the surface of the board, it really becomes an extra hand

ically perfect. Just insert needle in the little hole, put thread in the grooved slot, push the little lever down, release and it's threaded. Accommodates all standard needles and threads. Simple instructions and guarantee included . . .



NOTE CARDS FROM THE "DUTCH" COUNTRY

765. In an attractive red and yellow box are eight large French fold note cards with reproductions, gorgeous with color, of Pennsylvania Dutch scenes by Howard Imboff. He has caught not only the picturesqueness but the charm and spirit of their life; this group who have contributed so much to Early American Folk-lore. On back of each card is the legend of the picture on the front. 41/2 x 6 inch folders and envelopes with space for



MENDAIRE NAME TAPES

570. Write your own name tapes - they iron on in a flash. For Chren's camp clothes, household linens, college service gear. 200 gummed-back cotton tapes press on and stay anchored through washings or dry cleanings. A

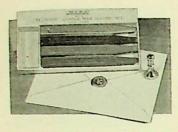


514. hide-apurse so beautiflat made of fully thin, velvety soft suede that you ther have no sensation of wearing companion in a crowded car would know you had it on. Carry



YEARS AGO IN BELGIUM

826. Three hundred years ago when our country was only Plymouth Colony, Belgium was vying with Italy for pre-eminence in laces. Their products were the result of years of work by alert minds and adept hands and those superb designs have probably never before been equalled in any land. This 36 x 46 inch shawl with its 5 inch loop lace border is a copy of one of those fine Belgium pieces. It is knitted of fine, almost sheer, woolen threads of purest quality, a few silky strands running horizontally through the border. We doubt if you could tell it from the original. Available in blue, shell pink, or white.... \$4.95



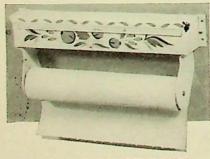
Personal Sealing Wax Set

284. The pleasant custom of sealing letters with wax being again in vogue, we are importing these sets with initial seal included. In the box are four 4-inch sticks of fine sealing wax in 4 lovely colors and a brass seal with whatever initial you name. Lock your letters in their envelopes with your initial stamped in gay colored wax on the flap. Seal gift packages, too. The set....... \$1.65

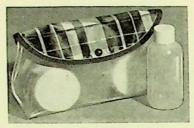


FRENCH NOTES - NEW

308. Slender, smart and convenient — paper and envelope in one sheet, which folded looks like an envelope. The borders are gummed and perforated like the edges of stamps. Write your note on the 7 x 6¾ inch sheet, fold and seal. Recipient tears off border around three sides, unfolds and reads. White centers with borders of gray or blue. Nice for quick notes or for travel. Box of 24 \$1.10



WHERE IS THE WAXED PAPER?



TRAVEL UNBREAKABLY!

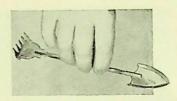


POINSETTIA HANDKERCHIEF Made in Madeira



REFRIGERATOR THRIFT BAGS

952. These tough, transparent bags of Du Pont polyethylene seem to cast a spell over perishables to keep them up to par. We here use them to keep vegetables, meat, bread—almost anything—fresh, usually in the refrigerator. It will keep water cress from wilting for days, Each bag has its own tight slip-fastener that keeps air out, and it is due to these special slip-fasteners as much as to the bag material itself that works the matic. Set of ten bags in 4 different sizes. \$1.00



THE INDOOR CULTIVATOR

35. Some people call it the Green Thumb because it helps indoor plants to keep healthy and luxuriant. 634 inches long, of shiny brass, with little rake at one end, a tiny spade at the other.51.00



PURSE SIZE MANICURE SET

632. An old friend from the cutlery capitol, Solingen-on-the-Rhine. 234 inch manicure scissors and four manicure implements in a leather lined purse shaped case of lovely ecrase leather, red, blue or green. In each case the handles of the manicure implements match the color of the outside leather. It has not been easy to obtain quality of this sort at this price. \$3.95



THE ETONIAN — A BED JACKET OF MANY USES

771. Cut square like a college coat this jacket covers and adorns the upper part of la belle dame in a very beguiling manner, whether debutante, bride or sedate Auntie. It is made of 100% fleecy virgin wool, soft, thin and snug. Colors are blue, orchid and pink, collar and sleeves tipped with white. To use when she comes from the hospital with Junior, when she takes her ease of an April day, or just to keep warm on cold nights...........\$4.75



96. Pair of Staffordshire screw earrings to match the brooch, diameter about 1/8 inches ... \$3.60 including Federal Tax.

Genuine Staffordshire Jewelry

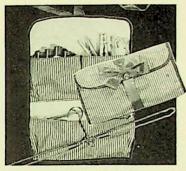
Dainty flower reproductions of delicate colored china, perfect as nature. If you have been to Stoke-On-Trent, you have seen exquisite things like these. If you haven't been there, you can see them now; pinks, yellows, lavenders, greens intermingled in the same piece, and, like nature, no two pieces exactly alike.



Pocket Size Kleenex Tissues Case of Fine Book Morocco

482. It accommodates a standard package of purse size Kleenex tissues. Take them as you want them, one at a time. The snap fastened case is genuine morocco leather, fine and soft, in bright red or April green. It will serve you smartly for years and years. 5 x 3 inch Kleenex tissue case filled with tissues.





LAUNDER PACK



COBWEB-LACY SCARF



AIR-LINE DRYER

1040. Now, it is not only possible but pleasant to hang stockings, lingerie, etc., over any bathtub anywhere. One of the most skillful (yet simple) things we ever saw. The aluminum end supports have powerful little rubber suction cups that adhere to practically any smooth surface and hold tight until released. But the ingenuity comes in that you can use it across a corner — see the picture. It has four lines (15 feet) of hanging space. 51.95



92. Staffordshire Brooch, average diameter about one inch. 52.40 including Federal Tax.



BERKELEY BELT RACK



26. Quick Whip - it beats small quantities perfectly, cream, egg whites, etc., as no other construction can do. Note how the whirling wires actually touch the bottom. For blending sauces, thickening gravies and mixing baby foods, you will look in vain to find its equal. The wires revolve fast as you push down the handle which bobs up again instantly. \$1.50



SNOWBALL CANDLE

443. Did you ever build a fire in the snow? This big 4 inch snowball candle gives the same effect in miniature. White all around with a warm colored glow in the center. As the candle burns down the outside remains white and firm, the center tinted wax being softer burns down inside. It will last clear through the holiday season even if burned two hours daily \$1.00



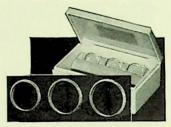
CHILDREN'S FUN BOOK

70. For rainy days and travel days and sick days the Fun Book is like a companion. The pages are envelopes with fascinating contents. A map to color, a jointed animal to cut out and fasten together, a whole Dutch village, etc. There are scissors, crayons, paste and fasteners. A big book, 12½ x 9¼ inches. S1.50



HIGH CHAIR EAT-NEAT APRON Water-repellent, and It Holds the Baby In.

430. Slip apron over high chair tray



LITTLE GROWING-UP SILVER RINGS

351. Three sterling silver rings; one for a baby to wear when he or she is very new, the others, gradually larger to last new, the others, gradually larger to last throughout childhood years. And then, they will go into Mother's memory book to help her, in those tomorrows, bring back today. Each ring has an embossed design clear around. The set of three beautiful baby rings, specially boxed.

Price, including Federal Tax, \$3.50



ELECTRIC JACK STRAWS

27. Try to pull out the Jack Straws without touching the metal top with the electric tweezers. If you miss, the bulb flashes and there is a disturbing buzz that tells you have lost your turn. Any number can play, and it's fun for any number. 3½ x 33, inches \$1.50



MY FIRST DICTIONARY

1002. The beginners' picture word book, every word a picture and every picture in full color. For instance, one of the "J's" shows a "Jack-in-the-Box", one "N" shows a necktie like the one Father wears. a necktie like the one Father wears. 140 fascinating pages, more than 600 words and pictures, several names under each initial. The result of years of study and testing to select the best words for the young vocabulary. Only words which can be shown in pictures have been chosen, for pictures are all-important to young children. A picture book which will keep a child occupied and happy for hours at a time.



It Plays Bagpipe Music

22. This, we believe, is the first bagpipe made in America for children — that children can really play. It has the construction of Scotch bagpipes and is made to last. Chanter is 12 inches long, the largest drone 18 inches, the bag largest drone 18 inches, the bag 20 inches. Made in Scotch plaids. What's more you don't have to read notes to play it. The instruc-tion folio that comes with each instrument tells how to play it just by reading numbers!....\$5.95



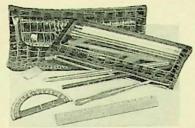
A \$2.00 PLAY SET

631. FIRST - a pocket size pin-631. FIRST — a pocket size pin-ball game. It takes skill to shoot the balls into eyes, nose and two front teeth. Size: 6 x 4 inches. SECOND — a ten ball game where the trick is to roll only the red or yellow balls through the hole in the middle. THIRD — 6 "balance wheel" tops that spin at one twist for a minute or more and always for a minute or more and always come to rest on a number. The whole set of eight pieces \$2.00



PERFECT MINIATURES

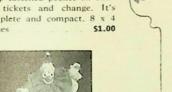
402. We never have discovered why so many people like little boxing gloves, but they do, and we aim to satisfy. This pair is real leather, just like big ones in every detail but only 4½ inches long and a very little child could really wear them. Maybe Dad likes to see them around the house and dream of heroic things he didn't do. Maybe Mother likes to worship at an imaginary shrine. Anyhow they're cute. \$1.50 a



626. For school goers of any age and either sex.

A zipper fastened pencil pouch of alligator grain leatherette. Has five regular pencils, three colored

ones, eraser, penholder, straight and curved rulers; all visible through a transparent window. Snap fastened pocket on back for tickets and change. It's complete and compact. 8 x 4 inches \$1.00





PUNCHINELLO

728. "He's the maddest, merriest fellow" cried the people with delight. A little clown doll, only 47s inches tall, dressed like Caruso in Pagliacci, and made of bendy material that can take all sorts of poses. It's as human a figure as you will come across this century — and do children love a clown!!! \$1.10

Gentlemen: You deserve to be especially complimented for your original and delightful descriptions of articles. Miss M. M. Brewerton, 15 Centre Street, Brookline 46, Mass.



A Novel Remote Control Auto



HOW FAR? A Pedometer For Anyone Who Walks



DON'T CUT THE BABY

965. These scissors are for baby nails, finger or toe, If the baby wiggles, ordinary scissors sometimes stab or prick. These can't because the ends are rounded. The cutting edges are just right, of fine American made forged steel and polished. Length 3½ inches, in snap fastened case. . \$1.50



Dutch Chocolate Apple

937. It's lovely to look at and better to eat. Wrapped in foil, each foil apple in an individual fancy 3 inch box. Take off the foil, hit the apple slightly and it falls apart into 20 slices of creamy Dutch Chocolate, the famous Droste brand from Holland \$1.25 each

Three for \$3.50



Cut-Out, Stand-Up Dolls

85. Their whole wonderful wardrobe is made of Kalacloth, washable just like cloth clothes. You simply wash, rinse and iron to make them new again. There are sport things, masquerade dresses, aprons, rain clothes, etc., all to be cut out and fitted. The play value is almost unlimited. The dolls are sturdy board and have real hair. Three dolls: blonde, brunette and redhead, with at least 18 changes of clothes. 51.80



THE LITTLE TOY DOG

311. This long haired cuddly Scottie Dog is almost startlingly realistic. He is made of South American lamb's wool in its natural color, touches of black and brown showing through the white. Wash him and he will fluff up just as a live puppy does. A favored bedtime companion for any child, and the envied mascot of teen age sisters. 8 inches tall, 10 inches long, he comes in a special protector bag. \$2.95

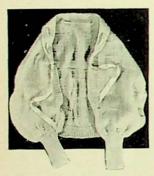


TURTLE PURSES

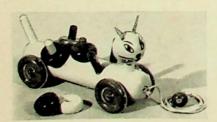
358. They look like gay colored turtles but they hold coins. Children seem to like them, both for their convenience and their detailed likeness to real turtles. We are convinced there are a few million kids who haven't yet enjoyed them, maybe don't even know they exist, so give the youngsters a break. Made of morocco grained leathers in bright reds and greens with zippers where their spines would be if they had spines. Price, including tax. 51.20



The Lamplighters Christmas



THE NEW SHOULDERETTE



Cat Company for Mike and Ike

554. A seven inch pull-toy wooden cat with 5 rings over 5 pegs where its fur would normally be, and a saucy yellow peg for its tail. It has about as many colors as a cat has lives, and little children love to change the rings on the pegs and pull kitty around the room....\$1.00



Madeira Initialed Notes For Her Alone

84. Engraved initials on fine note paper with initials that look as though they had actually been embroidered on the paper. 20 French folders, 5 x 4 inches, with envelopes to match; half Seashell, half Gray ... \$1.10



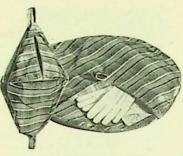
Chocolate "Smokes" For The Kids — And Others

949. These are high grade cigarettes of real Droste Holland chocolate. There are at least twenty cigarettes of solid chocolate in a tin box with hinged cover, Grown-ups use them at parties and for favors. Kids like them whenever they can get hold of any. The box. 95c

Three boxes \$2.75



SKI SKATES Real Snow Skates



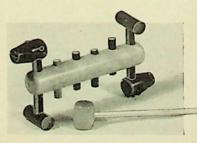
A LAUNDRY CATCH

770. For small personal laundry. To be hung on closet doors, to give "gypsy" friends when they take off for foreign lands. A college room won't be considered equipped without one. Folds to less space than a scarf and packs flat. Plaid rayon taffeta with edges trimly piped. Length 16 inches when langing. \$1.95

Matches numbers 769 and 772, page 12.



Our Chromatic Christmas Card Assortment At A Special Price



A NOVEL HAMMER TOY — THE WOODEN DOG



EVERYDAY WRAPPINGS

550. For use the year around to wrap shower presents and gifts for birthdays, anniversaries, weddings, etc. There are 20 sheets of new full size papers with appropriate designs and lovely colorings, Also, a generous assortment of seals and cards. The complete set, in a pretty box



Jumbo's Little Boy

406. All elephants are lucky if their trunks turn up. This baby elephant is not only lucky but very is not only lucky but very easy to snuggle. Snowy white or clephant gray and fluffy soft, he has ears and paws lined with red, black eyes, a neck ribbon and little bells that tinkle. 12 inches tall. \$3.00



America Calendar for 1952

713. Each page of this lovely pictorial calendar shows, in soft sepia tints, a scene somewhere in this wonderful country of ours and quotes a verse, as for instance:

Spend all you have for loveliness.

Buy it and never count the cost;

For one white singing hour of peace

Count many a year of strife well lost.

SARA TEASDALE, Each page also carries a calendar for one month in 1952. The 12 page calendar is 14½ x 1034 inches and costs only . . . \$1.00



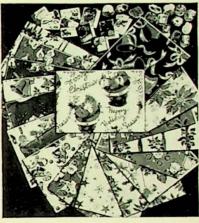
1054. A set of Magic Tricks - really professional equipment for a complete show at home. Contains color changing silk, radar vision, Oriental Ring Mystery, glass suspension, mind reading tricks and others. Eleven in all. Complete detailed instructions come with the outfit.SIGN DIVISIONTHE "15-PUZZLE" Adults and children over nine can, without too much practice, hold a parlor audience's concentrated attention for an hour or more. It's really



Snowfoam Snowballs and Bells

Unusual imitations of the real thing. Made of feathery light material developed by one of our finest chemical companies. Beautiful; as sparkling as snow itself. Trim your tree with them. Hook over any branch or twig. They weigh almost nothing.

373.	Bag	of	twelve	assorted	balls	and
bells.						1.00
				balls		1.00



NEW CHRISTMAS WRAPPINGS

552. Sheets and sheets of full size Christmas wrapping papers figured in assorted gay designs and colorings. Full assortment of seals, folders and enclosure cards, all in an attractive holiday box that can be used for some particular gift. The complete outfit90c special at ...



216. One of the oldest puzzles in existence with instant challenge.....



Purse Calendar for 1952

Little London-made purse size booklets to carry in bag, use as favors or send as incidental gifts. Each month has a page to itself and there are dates of the principal holidays and space for small memoranda. The covers are reproductions in miniature of birds, bouquets, dooryards, etc. For twenty assorted 23 x 2 inch purse calendars.



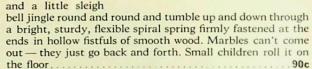
Tool Kit For Boys and Tomboys

79. A sturdy metal box, 14 x 5½ x 2½ inches, holds 12 tools and accessories. The 10½ inch saw, the screw driver, hammer, etc., are well made and may be used for real boy carpenter work. The man who designed this kit knew what boys need and the people who make it know that boys are not easy on things. \$3.50



NEW SPIRAL TUMBLE TOY

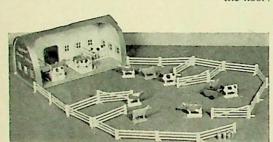
530. Two marbles





BLACKBOARD WRITING PAPER For Children's Letters

21. In a special box with a top like a black-board are 20 white ruled sheets, also black like blackboards. Children write letters on them with a white pencil (included in the set), fold and mail in the envelopes that come with them. They are fun to use and novel to get \$1.15



"FRIENDLY ACRES" DAIRY FARM

565. It is made to play with, and it is well made for real play. There are 45 realistic pieces, beginning with a 12¾ inch barn of steel, finished in white enamel and including fences, interlocking gates that open like real gates, cows, feed cart, milk cans and hay. All the parts are made to scale. Your children will be playing with this rugged set long after many of their presents are lost and gone forever like Clementine......\$3.45



FLEXIBLE MINIATURE DOLLS

710. Here is a whole family of durable little dolls with "bendy" bodies that take and keep every conceivable position until you change them. The material resembles semi-soft rubber, easy to handle and very pleasant to play with. Father is 4½ inches tall, sister 3 inches, others in proportion. All the family members are lifelike, well-dressed and washable. They come in a playhouse box with each figure looking out his window. Gulliver in all his travels never saw such attractive pygmies. The set. . . . \$3.50



FOR LITTLE GIRLS

978. If I knew you were coming I'd have made a whole lot of things with my new set of cooking utensils! 9 metal kitchen aids that look just like Mother's, that really work, and will tickle any small female aged 6 to 10......95c



MAGIC TRICKS For Ages 8 to 12



MAGNETIC PICK-UP-STICKS

662. Thirty sticks with colored tips, each stick with metallic band in the center. The master stick has a point at one end, a magnet at the other. Drop them in a heap, then pick them up one by one without moving any of the others. The magnet helps or hinders depending on how good you are. Different colors count different amounts. Directions come with it......75c

Two for \$1.45



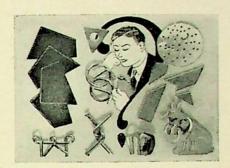
Shining Stars and A Crescent Moon They Glow in The Dark - IN COLORS!

87. Softly luminous, they take the place of Mother's company after she has said good night and the lights are out. Just touch them to wall or ceiling. They'll stick and stay there until you move them. Exposed to light a few minutes, they will glow for several hours like stars in a far away sky. Fine enough for decorators to use. \$1.00 a box



Jack-In-The-Music-Box The Perfect Toy

818. "Pop goes the weasel" or similar melody wings through the air as the crank turns. Oh, what a delicious shock when Jack pops out of the box as the tune goes on.....\$1.95



PUZZLE SET

674. A box of puzzles that will keep youngsters (grownups, too) busy for weeks. Directions come with them and also solutions. The complete set . . . 60c 3 for \$1.70



Heigh-O-The-Derry-O

820. A book that plays the "Farmer In The Dell" (or similar tunes) and pictures seven verses of it, one verse to a page. Turn the crank and sing each page. The music to accompany the words comes out nicely harmonized. Children as young as two years grind away at the music as if their lives depended on the most musi



LIZWHIZ

The mystery oval wheels of this Liz-Whiz can turn at a lopsided angle, but the car itself travels a straight and even path (it's in the odd construction). Perched in the rear seat is Danny Ringtail, a but in the rear seat is Danny Ringtail, a but in the latex monkey that squeals when you squeeze him. Monkey and car may be used as separate toys. Together they cost. \$1.45

in the shortest time. From then to 4 or 5 years, interest increases in direct proportion to the brightness of the pictures, and they are bright!



MAGNETIC TOY TRAIN

615. Magnets always fascinate youngsters, and does Junior love to make up this train and take it apart again! The cars couple by magnetism and stay together until he separates them. There is no hooking and unhooking, only pushing them together and separating them and steering the whole train around

THE HOBBY BOBBY KIT

72. 32 years ago in Manois, France, a family was making lucky puppets of colored yarns on cardboard forms with various ties and knots. Little puppets which, when worn around the neck, brought good luck, it is said. Today, any American child or grownup or family can make the same lucky puppets from the material in this kit. That material includes plenty of colored yarns, scissors, buttons, screw hooks, wires and an 8 inch wooden frame constructed especially for making these lucky 72. 32 years ago in Manois, France, a famstructed especially for making these lucky little figures. The set, complete with instructions......\$1.98



SLINKY IS A SPRING AND SLINK 'EM IS A GAME!

309. Many feet of fine coiled steel spring go into the making of Slinky; he's as restless as jelly and wiggles just about as easily. He seeks his lowest level and on an incline goes head over heels to the bottom.....\$1.00

314. Slink 'Em, the game, uses little Slinkies. The Slinkies wiggle down the runway, landing on plus or minus numbers at the bottom. You're never sure what a Slinky will do, so you never know who will win, no matter how much practice there has been. Two little Slinkies, a runway and directions, all in a bright box for \$1.50



ROY ROGERS' TRICK LASSO

17. Any child can now become expert and do western rope tricks. It takes only a very little practice and very little practice and even five year olds can get the hang easily. Directions come with each lasso, and they are simple and easy to understand and to follow. When you get one for Junior better order another for yourself, just in case

Three for \$2.90

THE TALLER-TOT

"My little stool is fun for me climb on it so I can see

To brush my teeth and comb my hair And make me taller everywhere.

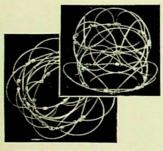
1097. Genuine "Punkin Pine" stool with porcelain-on-steel top, inlaid and cemented into the wood-wedged frame. Even iodine can't stain it, and it will last until Junior is President Emeritus. Top 121/4 x 8 inches; height 61/2 incheswhich makes a boy or girl taller everywhere. Beautifully crafted and finished in Chianti red.



STEERING WHEEL FOR ANY BOY OR GIRL

78. Just like Dad's. A 14-inch rubber hose fastens by a strong suction cup to any flat surface. The 10inch wheel turns, the gear shifts, the horn beeps.

Junior can be a co-pilot and help Dad drive, or he can run a bus, steer a boat or make any dry goods box seem like a high-powered sedan. His Penrod imagination will invent more things to do with it than we can think of ... \$3.00



THE BURMA DOODLER

574. Pull it, squeeze it, pinch it into a hundred and one different into a hundred and one different shapes and patterns. Doodle with it yourself and see how many shapes you can make. Take it to parties, give it to children to play with, Our Doodler, inspired by a centuries-old toy from Burma, is made of fine, shiny spring steel with little colored ornaments and is a fascin-ating double handful. ating double handful



TWIRL-A-TUNE Plays Real Music As It Whirls

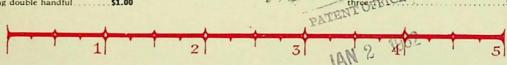
819. Just take it by the handle and twirl it. A child old enough to pick it up can make music with it, and it's almost indestructible so that the same child could be playing it for "quite a spell" \$1.00





PUPPET BOOKS Make Your Own Puppets

375. "Punch and Judy", "Aladdin" and "Robinson Crusoe"; each one a brilliantly colored cut-out book. Each book contains stage, scenery, story, stage manager's script and working puppets. The out-out section is detachable, leaving the story, script and directions permanently between stiff covers, 11 x 8½ inches. These are the books that come to life. For the three-



This rule, divided into inches, is for your convenience in determining sizes of the various articles in this catalogue.

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Use your own note paper or our order sheets as you prefer.

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Any article selling for \$7.50 or more will be lettered in gold without extra charge.

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